

Concise Notes and Model Questions for Sem II Students of Four-Year Undergraduate Programme (FYUGP) Session: 2023-2027 AEC – 201T [English Communication]

UNIT I

Introduction: Theory of Communication, Types and Modes of Communication, Importance of Communication, Function and process of Communication, 7Cs of Communication, Monologue, Dialogue, Group Discussion, Effective Communication, Miscommunication

COMMUNICATION

Communication skills are the abilities you use when giving and receiving different kinds of information. Communication skills involve listening, speaking, observing and empathizing. It is also helpful to understand the differences in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

KINDS OF COMMUNICATION

Intrapersonal Communication: Every time an individual does something or speaks, he hears it first within himself. Therefore, Intrapersonal communication is language used or thought which is internal to the communicator. Intrapersonal communication is the active internal involvement of the individual in the symbolic processing of messages. The individual becomes his or her own sender and receiver, providing feedback to himself or herself in an ongoing internal process.

Interpersonal Communication: Interpersonal communication is defined by communication scholars in numerous ways, though most definitions, involve participants who are interdependent on one another or have a shared history. Communication channels are the medium chosen to convey the message from sender to receiver. Communication channels can be categorized into two main categories: Direct and Indirect channels of communication.

Group Communication: Group Communication examines the most effective ways of communicating and interacting within social and work groups as it provides an opportunity

for direct interaction among the members of the group which helps in bringing about changes in attitude and beliefs, and offers a clear understanding. Group communication occurs among three or more persons. The degree of interaction and intimation depends on the size of the group. The larger the group the lesser the personal intimacy and lesser is the possibility of exchange.

Three general categories have been identified as critical to successful group communication:

Commitment - Members' integrity and leadership qualities

Communication - discussion, listening and facilitation

Organization - setting ground rules for communication, decision making.

Effective communication is possible through these elements:

- 1) **Content:** This is the best possible measure of communication effectiveness. What do you want your audience to walk away with and remember? Once you have defined your prime question, set out to answer it. What information is required? Do you have the answer already, or do you need to search it out? The content determines the audience. Hence, the message must have the meaning for the receiver and it must be compatible with his/her value system.
- 2) **Context:** The context must be clear and should not contradict the message. It must provide for participation and play back what's going on. Do you understand the situation? Is there a dead elephant in the middle of the room that you are not aware of? Ask good questions. You'll need a clear goal before you begin to design any communication.
- 3) **Channels:** Only the established channels of communication should be used — channels that the receiver uses and respects—creating new ones is difficult. Different channels have different effects and serve effectively in different stages of the diffusion process.
- 4) **Clarity:** This is one of the hardest parts of the process and most often neglected. People's attention will quickly drift — they expect you to get to the point. Learn to edit. The message must be put in simple terms. Words must mean the same thing to the receiver as they do to the sender. Complex issues must be compressed into theme

slogans that have simplicity and clarity. The farther a message has to travel, the simpler it should be.

- 5) **Composition:** Now it's time to design the way you will tell your story. Think in terms of both written and visual composition. When writing, who are your main characters? How will you set up the scene? What are the goals and conflicts that will develop? How will the story reach a resolution? In visual terms, where will the reader begin? How will you lead the eye around the page? In all your compositional thinking, how will you engage your audience? How will you keep them engaged? Writing down, forces you to think it through. Communication must break down into basic "building blocks" of content. Formulate the information into clusters and groups.
- 6) **Contrast:** What are the differences that matter? Use contrast to highlight them: Big vs. little; rough vs. smooth; black vs. white. When making any point, ask, "in comparison with what?" Contrast is a trigger to the brain that says "pay attention!"
- 7) **Consistency:** Unless you are highlighting differences, keep things like color, fonts, spacing and type sizes consistent to avoid distracting people. Research shows that any extraneous information will detract from people's ability to assimilate and learn. Communication is an unending process. It requires repetition to achieve penetration. The story must be consistent.

WHAT ARE THE 7Cs OF COMMUNICATION?

The 7Cs of communication is a framework that provides a helpful checklist for effective communication in the entire process of human interaction. Effective communication is a fundamental skill that underpins success in both personal and professional life.

The 7Cs of communication provide a framework for ensuring that your messages are **CLEAR, CONCISE, CONCRETE, CORRECT, COURTEOUS, COMPLETE, and CONSIDERATE.**

By adhering to these principles, one can enhance one's ability to connect with others, convey ideas effectively, and build stronger relationships.

THE 7Cs OF COMMUNICATION

1. **COMPLETENESS:** A complete message includes all the necessary information to avoid confusion and ensure the recipient fully understands the intended meaning. Incomplete messages can lead to misunderstandings, delays, and even errors.

Good Example: “Please submit your expense reports by the end of the month to the finance department. Please include copies of all receipts and a detailed breakdown of expenses.”

Bad Example: “Submit your expense reports ASAP.”

2. **CONCISENESS:** Concise messages are direct and to the point, avoiding unnecessary jargon and repetition. Concise messages are easier to read and understand. They respect recipient’s time and avoid wasting their attention on irrelevant details.

Good Example: “The meeting will be held on Tuesday at 2 PM in the conference room.”

Bad Example: “I wanted to let you know that the meeting is scheduled for Tuesday at 2 PM. It will take place in the conference room, which is located on the third floor.”

3. **CLEAR:** Clear messages are easy to understand and avoid ambiguity. Use simple language, avoid technical terms unless necessary, and structure your message logically.

Good Example: “To access the new software, please follow these steps: 1. Click on the ‘Start’ button. 2. Select ‘Programs.’ 3. Choose ‘New Software.’”

Bad Example: “Utilize the ‘Start’ button to initiate the new software application.”

4. **CORRECT:** Correct messages are free from errors in grammar, spelling, and punctuation. These errors can undermine credibility and distract from the message’s content.

Good Example: “I believe that the new marketing campaign will be successful.”

Bad Example: “I believe that the new marketing campaign will be successful.”

5. **COHERENCE:** Coherent messages are logical and well-organised, with a clear flow of ideas. Use transitions to connect your thoughts and ensure that your message is easy to follow.

Good Example: “First, we will discuss the project’s goals. Next, we will review the timeline. Finally, we will address any questions or concerns.”

Bad Example: “We will discuss the project’s goals. There are some questions about the timeline. We will address them. Let’s talk about the project.”

6. **CONCRETE:** Concrete messages are specific and avoid vague or abstract language. Use examples, data, and facts to support your claims and make your message more persuasive.

Good Example: “Our sales increased by 20% last quarter due to the new marketing campaign.”

7. **COURTESY:** Courteous messages are polite, respectful, and considerate of the recipient’s feelings. Avoid using negative language, and show appreciation for the recipient’s time and attention.

Good Example: “Thank you for your prompt response to my email. I appreciate you taking the time to review my proposal.”

Bad Example: “You need to get back to me ASAP.”

By following the 7 Cs of Communication, we can significantly improve our ability to convey your ideas clearly, concisely, and effectively. Effective communication is a two-way process that requires both sending and receiving messages.

Modes of Communication

Communication is the process of sharing information between individuals using a set of common rules, behaviour, symbols, and signs.

Thus, there are five modes of communication:

- Interpretative Communication
- Presentational Communication
- Interpersonal Communication
- Verbal Communication
- Non-Verbal Communication

Monologue: A form of dramatic entertainment, comedic solo, or the like by a single speaker: a comedian's monologue.

A prolonged talk or discourse by a single speaker, especially one dominating or monopolizing a conversation.

Composition, as a poem, in which a single person speaks alone.

A part of a drama in which a single actor speaks alone; soliloquy.

Dialogue: Dialogue is a communication tool that allows people to understand other viewpoints without pitting themselves against different perspectives. In dialogue, there is no defending of opinions, and no counterpoints. Instead, you let someone talk and present their viewpoint.

Dialogue is a communication tool that allows people to understand other viewpoints without pitting themselves against different perspectives. In dialogue, there is no defending of opinions, and no counterpoints. Instead, you let someone talk and present their viewpoint. A conversation between two or more persons also, a similar exchange between a person and something else (such as a computer) and an exchange of ideas and opinions organized a series of dialogues on human rights. You listen to understand, not to defend your own point of view.

So, goal is to get in their head, and understand their perspective, not to prove they're wrong and you're right. When it's your turn, you talk and are allowed to finish your thoughts. And here's the key: when you give your viewpoint, you don't give your viewpoint relative to theirs. Dialogue is not a back and forth discussion, not a debate or rebuttal. It's a chance to frame a problem collectively by both independently voicing your perspectives on an issue.

EFFECTIVE COMMUNICATION

Communications are effective when the recipient of a thought, whether by listening or reading, understands the meaning intended by the speaker or writer. Good communication is simple and direct, sometimes intensified by emotion, but never confusing.

Miscommunication is the failure to communicate adequately or not being able to express ideas or thoughts correctly. It is among many communication barriers. A miscommunicated message or word is wrongly perceived by the listeners, as they could not interpret the actual meaning of the speaker.

Causes of Miscommunication

- Misaligned Vocabularies
- Messy Thinking
- Faulty Definitions
- Lack of Context
- Vagueness or Ambiguity
- Excess Communication
- Wrong Medium for Audience
- Psychology
- Inability to Speak/Write Effectively
- Jargons
- Being a Poor Listener
- Technology
- Hierarchy

RESULT OF MISCOMMUNICATION

Studies have shown that miscommunication can have heavy emotional ramifications and can induce stress, frustration, loss of morale, and inefficiency. Having unproductive meetings, inflexible deadlines, and waiting on others to communicate was considered the most stressful situation for corporate employees.

The older generation was less familiar with technology and used it less, leading to a communication gap between them and the younger generation/ millennials.

WAYS TO AVOID MISCOMMUNICATION

Using Clear Communication

- Think before you speak
- Getting the attention of the listener
- Checking your assumptions
- Being courteous

Checking from the listeners to make sure they have understood you.

- Follow up with your listener to check that you communicated rightly

- Be a Good Listener
- Understanding body language
- Listening closely
- Avoid interrupting
- Ask questions if you did not understand
- Improve your electronic communication
- Organize the information you want to communicate
- Use fewer words to come to the point
- Focus on one topic
- Use verbal or face-to-face communication when needed

UNIT II

Language of Communication: Verbal and Non-Verbal (Spoken and Written) Personal, Social and Business, Barriers and Strategies, Intra-personal, Inter-personal and Group Communication

VERBAL AND NON-VERBAL COMMUNICATION

There are many ways to communicate with people. The two main ways are verbal and nonverbal communication.

Verbal Communication: Verbal communication is the use of words to convey a message. Some forms of verbal communication are written and oral communication.

Examples of Written Communication:

- Letters
- Texting
- Emails
- Books

Examples of Oral Communication:

- Face-to-face conversations
- Speech
- Host on a Radio
- Interviews

Non-verbal Communication: Nonverbal communication is the use of body language to convey a message.

Examples of Body Language Communication:

- Waving (An indication of "Hello" or "Goodbye" in some cultures)
- Head nod (An indication of agreement)
- Finger tapping (Impatient or tired of waiting)
- Arms crossed over chest (A gesture indicating defensiveness or stress)
- Making eye contact (An indication you're paying attention)
- Handshakes
- Hugs
- Smile
- Sign languages

Non-Verbal Communication Examples

When we interact with another person, we are constantly giving and receiving non-verbal cues. The kinds of verbal and non-verbal signals we give or receive present themselves in many forms.

- Facial expressions
- Gestures
- Body Language
- Eye contact

VERBAL COMMUNICATION: Verbal communication takes place directly between people/superiors and juniors in organizations and between farmers and extension functionaries in the field and is often known as face to face communication.

It takes the form of talks, a public address, verbal discussions, telephonic talks, telecommunications and other artificial media, such as audio-visual aids speeches and orders, holdings of meetings and conferences, lectures, social get-togethers, training sessions, public address systems, etc.

MERITS OF VERBAL COMMUNICATION

1. It is the least time consuming, is more direct, simple and the least expensive.

2. It is more communicative and effective.
3. It provides an immediate feedback.
4. Since every information cannot be put into writing, most of it is conveyed by means of oral instructions, mutual discussions and telephonic conversations.

DEMERITS OF VERBAL COMMUNICATION

1. Verbal talks may often be distorted if there is some cause of indifference between the receiver and the sender.
2. Due to various communication gaps, as a result of status and other physical or personal barriers communication is incomplete.
3. Not convenient for long messages.
4. Spontaneous responses may not be carefully thought.
5. The spoken words can be more easily misunderstood than the written words.

PERSONAL COMMUNICATION: Communication that occurs for exchanging personal information, ideas and feelings rather than business related information are termed as personal communication. Not all communication that occurs in business is personal.

Whenever people come in contact with each other, they engage in personal communication. Personal communication is a crucial part of organizational communication. Although such form of communication does not deal with operational plans, it influences the attitudes of the employees regarding those operational plans.

BUSINESS COMMUNICATION: Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Business communication skills are critical to the success of any organization despite its size, geographical location, and its mission. Business communication is interlinked with internal culture and external image of any organization. So it is the determining factor to

communication inside the organization. Good Business communication practices assist the organization in achieving its goal of informing, persuading, favorable relationship, and organizational goodwill.

BARRIERS IN COMMUNICATION: For any kind of communication to be successful, it is essential that the receiver attributes the same meaning to the message as intended by the sender of the message. But all acts of communication are not perfect or successful. At times, some meaning is lost as the message encounters various barriers along its passage between the sender and the receiver. Such barriers may arise at any of the stages through which a message passes during the process of communication. This is also called miscommunication. Some of the common problems that lead to the failure of communication are: noise, cultural differences, complexity of subject matter, personal biases, semantic problems, socio-psychological barriers, filtering, information overload, poor retention, poor listening, goal conflicts, slanting, inferring, etc.

TYPES OF BARRIERS

Barriers to communication can be classified into the following broad categories:

- 1) Physical or Environmental Barriers
- 2) Physiological or Biological Barriers
- 3) Semantic or Language Barriers
- 4) Personal Barriers
- 5) Emotional or Perceptual Barriers
- 6) Socio-Psychological Barriers
- 7) Cultural Barriers, and
- 8) Organizational Barriers.

Physical or Environmental Barriers

- Noise
- Wrong Choice of Medium

Physiological Barriers

Semantic or Language Barriers

Cultural Barriers

Organizational Barriers

INTRAPERSONAL COMMUNICATION: It is defined as communicating with oneself. Some scholars have expanded communicating with oneself to include a vast range of cognitive behaviors, mental entities like traits and knowledge and processes like association and comparison. Intrapersonal communication is defined as communicating with oneself.

TYPES OF INTRAPERSONAL COMMUNICATION

Whether we say something or not, it automatically conveys a message to the persons surrounding us or the communication can be with our self all in mind.

There are three major sorts of Intrapersonal Communication.

1. Self-Awareness

It is very important to understand how you see yourself about others. This intrapersonal communication determines your beliefs, ideas, values, and attitudes. Your attitude is connected to the values you own. And values are based on your core beliefs.

2. Perception

The perception aspect makes you stand out from others. How you see others and how you perceive others is filtered by your self-concept. We judge ourselves and other people so easily, that's how we do intrapersonal communication. You are supposed to make your own rules and accept yourself with blind eyes. One need not be biased but need to take care of their own identities.

3. Expectations

This is one of the most important intrapersonal communication. We always expect something in our future and also about others' future too. Some people expect something big in life and keep working hard for the expectations to become reality. Sometimes we expect too much and then it leads to disappointments. The long time expectations of yours are the reflections of learning lessons one received from the environment.

ADVANTAGES OF INTRAPERSONAL COMMUNICATION

With Intrapersonal Communication, people understand themselves and their emotions. When you talk to yourself you understand yourselves better. It is very important to understand your emotional state. It determines everything for you.

Talking about Intrapersonal Communication, helps you to grasp and understand the situations of others. We sometimes try to keep ourselves in the shoes of others to feel what they feel. This is also a part of Intrapersonal Communication.

If someone is very much into Intrapersonal Communication, then it helps people to tackle many situations in mind. Analyzing problems becomes easy.

Interpersonal communication is an exchange of information between two or more people. It is also an area of research that seeks to understand how humans use verbal and nonverbal cues to accomplish a number of personal and relational goals.

DIFFERENT TYPES OF INTERPERSONAL COMMUNICATION

- Verbal
- Listening.
- Written communication.
- Non-verbal communication

USES OF INTERPERSONAL COMMUNICATION

Most of us engage in some form of interpersonal communication on a regular basis, often many times a day, how well we communicate with others is a measure of our interpersonal skills.

Interpersonal communication is a key life skill and can be used to:

- Give and collect information.
- Influence the attitudes and behaviour of others.
- Form contacts and maintain relationships.
- Make sense of the world and our experiences in it.
- Express personal needs and understand the needs of others.
- Give and receive emotional support.
- Make decisions and solve problems.
- Anticipate and predict behaviour.
- Regulate power.

BARRIERS TO INTERPERSONAL COMMUNICATION

A barrier to interpersonal communication is something that gets in the way of a message being received. This can lead to misunderstandings, disinterest and even offence. To help you understand why sometimes we face issues when communicating with others, we've created this list of potential barriers to interpersonal communication. The barriers that arise will depend on the situation and the people involved, but these are all potential problems to be aware of.

1. Too much technical jargon
2. Inconsistent cues
3. Choosing the wrong medium
4. Poor relationships
5. External factors

GROUP COMMUNICATION is the act of sending and receiving messages to multiple members of a group. In a business environment, groups often use this type of communication to exchange ideas, determine goals and motivate other members.

Benefits of Group Communication

Group Communication has many benefits in the workplace, including:

- Providing a way for group members to generate ideas and solutions to achieve their common goal.
- Encouraging members to make decisions as a group.
- Creating a way for the team to build rapport with one another.
- Establishing mutual respect and understanding among group members.
- To ensure clarity and transparency about goals and expectations.

Group Communication is important because it is through messages that groups make decisions, manage conflict, and build the rapport that is necessary to keep the group going in difficult circumstances. The exchange of messages shapes what the group will be and what the group can accomplish. The way in which, for example, a family exchanges messages about pending choices shapes important features, such as how members understand each

other, whether they will respect each other, and whether they will be motivated to make the decision happen.

TYPES OF GROUP COMMUNICATION

VERBAL GROUP COMMUNICATION: Verbal Group Communication involves people in a group speaking with each other discussing a topic or agenda and reaching a conclusion through everyone participating with views and feedback.

- Technology Driven
- Non-Verbal.
- In-Person.
- Virtual.

GROUP COMMUNICATION CHANNELS

Common types of Group communication channels

- In-person meetings
- Conference calls
- Digital messages
- Memos

MEMORANDUM:

- It is more commonly known as a memo, is a written message that one member of the group distributes to other members.
- Memos are a formal type of group communication and typically provide important information about the group's task.
- A memo usually follows a structure similar to a letter, listing the date of the memo, its intended recipients and a subject line before the message.
- This type of communication channel can work well when members who work in the same office need to communicate sensitive or confidential information related to their project.

MODEL QUESTION PAPER (AECC ENGLISH COMMUNICATION)

- 1) What is communication process? Explain in detail.
- 2) Discuss the objectives of Communication.
- 3) What is Business Communication.
- 4) Discuss the barriers of Effective communication.
- 5) Discuss the 7Cs in Effective communication.
- 6) What is Interpersonal and Intrapersonal communication. Differentiate between the two.
- 7) Discuss the channels of Communication.
- 8) What are the features and modes of Effective communication.
- 9) Discuss the types of Effective Communication
- 10) Discuss the importance of Dialogue in detail.
- 11) How can you avoid miscommunication and ensure effective communication?
- 12) What is the process of communication? What is the function of communication?
- 13) Discuss the various types and modes of Communication.
- 14) What are the barriers to effective business communication?
- 15) What are the types of Business Communication? Discuss the advantages and disadvantages of each.
- 16) Differentiate between Formal and Informal Communication?
- 17) Discuss the 7Cs of Effective Communication.
- 18) Describe Dialogue and Monologue as a form of Communication. What is the importance of Dialogue in communication.
- 19) What is Miscommunication? What are the reasons behind Miscommunication?
- 20) What is Non-Verbal Communication? Explain different ways to improve Non-Verbal Communication.
- 21) What are the limitations of Non-Verbal Communication?
- 22) What are the barriers to Interpersonal Communication?
- 23) What are the important elements for Effective Communication?
- 24) Discuss the ethics and importance of Dialogue in Communication.
- 25) What is Group Communication? How to improve Group Communication?